



## Make-Good Form

8/31/2012  
9:16 AM  
Page 1 of 1

**Advertiser:** Murphy for Senate 2012  
**Station:** WFSB-TV  
**Market:** Hartford-New Haven  
**Flight Dates:** 09/03-09/2012  
**Email:** Bill Whittle/Laurie LaBrecque

**Contact:** Bill Whittle/Laurie LaBrecque  
**Station Fax:** 860-728-5669  
**Station Phone:** 860-728-3333  
**Buyer:** Rachael Beale  
**Buyer Fax:** 303-764-9958

### Pre-Emption

### Make Goods

Program:	Time:	Date(s):	Qty:	Rate:	Total:	Program:	Time:	Date(s)	Qty:	Rate:	Total:
WFSB 5:30p News	5:30p-6:00p	9/7/2012	1	\$500.00	\$500.00	Letterman	11:35p-12:35a	9/7/2012	1	\$800.00	\$800.00
WFSB 5p News	5:00p-5:30p	9/7/2012	1	\$500.00	\$500.00	WFSB 5:30a News	5:30a-6a	9/4/2012	1	\$700.00	\$700.00
Better CT	3:00p-4:00p	9/7/2012	1	\$125.00	\$125.00	Better CT	3p-4p	9/5/2012	1	\$400.00	\$400.00

**Total Pre-Emptions:**

\$1,125.00

**Total Make Goods:**

\$1,900.00

**Balance Due to Station:**

\$775.00

Hold any advertiser credit at station until notified.

Please sign and return if accepted by station:

Laurie LaBrecque  
Signed

9/4/12  
Date

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203  
Phone: 303-989-4700 Fax: 303-989-1910

Murphy for Senate 2012

Page 1 of 1

# CONTRACT



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u> 491620 /		<u>Alt Order #</u>
<u>Product</u> September 3 - September 9, 2012		
<u>Contract Dates</u> 09/03/12 - 09/09/12		<u>Estimate #</u> 11731
<u>Advertiser</u> Murphy For Senate 2012		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WFSB	<u>Account Executive</u> House- National	<u>Sales Office</u> House-National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies and Research**  
**Attention: Rachael Beale**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WFSB	09/04/12	09/04/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$500.00			
2	WFSB	09/07/12	09/07/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$250.00			
3	WFSB	09/05/12	09/06/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--11---				2	\$700.00			
4	WFSB	09/07/12	09/07/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$400.00			
5	WFSB	09/04/12	09/06/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-111---				3	\$950.00			
6	WFSB	09/07/12	09/07/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$400.00			
7	WFSB	09/03/12	09/06/12	Eyewitness News	6:30am - 7am		:30			NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$950.00			
8	WFSB	09/07/12	09/07/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$250.00			
9	WFSB	09/03/12	09/06/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$600.00			
10	WFSB	09/08/12	09/08/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$175.00			
11	WFSB	09/05/12	09/05/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u> 491620 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/03/12 - 09/09/12	<u>Product</u> September 3 - September	<u>Estimate #</u> 11731
<u>Advertiser</u> Murphy For Senate 2012		<u>Original Date / Revision</u> 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$400.00			
12	WFSB	09/04/12	09/04/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$500.00			
N 13	WFSB	09/07/12	09/07/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$125.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WFSB	09/03/12-09/09/12	3pm-4pm Syndication	2:58pm-4pm	-----F----	:30	\$125.00	NM		
See MG 16.2,16.3,16.4												
14	WFSB	09/04/12	09/06/12	Eyewitness News	5pm - 5:30pm		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-111---				3	\$1,500.00			
N 15	WFSB	09/07/12	09/07/12	Eyewitness News	5pm - 5:30pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WFSB	09/03/12-09/09/12	Eyewitness News	5pm - 5:30pm	-----F----	:30	\$500.00	NM		
See MG 16.2,16.3,16.4												
N 16	WFSB	09/07/12	09/07/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----F--				1	\$500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WFSB	09/03/12-09/09/12	Eyewitness News	5:30pm - 6pm	-----F----	:30	\$500.00	NM		
See MG 16.2,16.3,16.4												
		2	WFSB	09/07/12-09/07/12	Late Night with David Letterman	11:35pm - 12:37am	-----F----	:30	\$800.00	NM		
Ⓜ MG for 15.1,13.1,16.1												
		3	WFSB	09/04/12-09/04/12	Eyewitness News	5:30a - 6am	-Tu-----	:30	\$700.00	NM		
Ⓜ MG for 15.1,13.1,16.1												
		4	WFSB	09/05/12-09/05/12	3pm-4pm Syndication	2:58pm-4pm	---W-----	:30	\$400.00	NM		
Ⓜ MG for 15.1,13.1,16.1												
17	WFSB	09/04/12	09/06/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-111---				3	\$1,500.00			
18	WFSB	09/07/12	09/07/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----F--				1	\$600.00			
19	WFSB	09/03/12	09/06/12	Eyewitness News	6pm - 6:30pm		:30			NM	4	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$2,100.00			
20	WFSB	09/06/12	09/06/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$1,200.00			
21	WFSB	09/06/12	09/06/12	National Convention	10pm-11pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$4,500.00			
22	WFSB	09/09/12	09/09/12	Big Brother	8pm - 9pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,800.00			
23	WFSB	09/07/12	09/07/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$500.00

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**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$500.00			
24	WFSB	09/03/12	09/06/12	Eyewitness News	11PM - 11:35PM		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111----				4	\$1,200.00			
25	WFSB	09/08/12	09/08/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$500.00			
26	WFSB	09/09/12	09/09/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$500.00			
27	WFSB	09/09/12	09/09/12	Criminal Minds	1135pm-1235am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$75.00			
Totals											46	\$47,100.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	46	\$47,100.00	\$40,035.00
<b>Totals</b>	<b>46</b>	<b>\$47,100.00</b>	<b>\$40,035.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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